C2710-1 3/15/82

Food success of the decade
See Magazine

Advertising Age®

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Stations, nets holding line as code dropped

WASHINGTON—Tv network copy acceptance staffs and other industry self-regulation systems moved quickly last week to fill the void created by the abrupt shutdown of the television and radio code operations of the National Assn. of Broadcasters.

Initially, there appeared to be universal confidence that the lines will hold. All three tv networks stressed that their individual ad acceptance standards, which are often more comprehensive than the NAB code, remain in force. A liquor industry spokesman expressed confidence there will be no deviations from the existing industry practice of staying off tv.

NAB attributed its code shutdown to uncertainties created earlier this month when a federal district court judge ruled the code's piggyback standards illegally restrain trade, and that the time standards may also be an unreasonable barrier to competition. The shutdown goes beyond the issues raised by the court, and suspends the clearance of commercials for taste, as well as the code's provisions restricting the amount of commercial time.

Leonard S. Matthews, president of the American Assn. of Advertising Agencies, predicted that advertisers will exercise self-restraint. While some agencies may take advantage of the situation, he said, more sensible agencies will prevail, recognizing that as things are now there is already some question about what viewers remember.

The code shutdown could last a year or more as NAB appeals a federal judge's ruling (AA, March 8) that one section of its tv ad standard violates antitrust law and that the association faces trial on two others. The decision to abandon the remaining parts of the tv

(Continued on Page 84)

Retail gains but still gloomy

By PAT SLOAN

NEW YORK—Despite a 1.6% gain nationally in retail sales during February, retailers are far from optimistic about business in the second quarter. And economists, meanwhile, are forecasting no real advance in sales until the last half of 1982.

The retail sales gain, reported by the Commerce Department, represented the biggest advance since last June, when retailers chalked up a 2.2% gain. But February's optimism appears to be fading.

"Business is tough, and though it's still too early to tell for spring, I think we're in for it," said George Hanley, vp-sales promotion director, B. Altman & Co. The consumer, the exec noted, has been difficult to read.

Observing that by the end of this month stores will have a better idea of where they stand. Mr. Hanley pinpointed tonnage categories, such as sportswear, as a potential problem area due to slow retail traffic. Another difficulty with spring business, he added, "is that we're all up against very good figures from spring, 1981, which was the best spring in six years."

Four A's sees lower profits. . .Page 82.

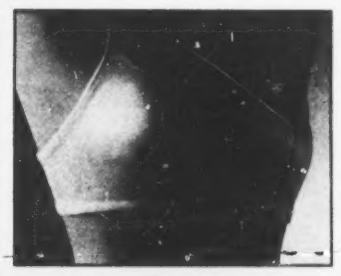
In this sales environment, he added, it will be interesting to watch markdowns. "If one store cracks a line or category, everybody will have to go off," Mr. Hanley said. The crucial questions, he said, are when will the break come and how much

Gordon Cooke, senior vp-sales promotion, Bloomingdale's, agreed, noting that "so far, business has not been so good. It has been a difficult season across all merchandise categories due to a slowdown in cus-

(Continued on Page 82)

Not just for dancing

In spots for International Playtex's new Danskin bras and panties, to be introduced in August (AA, March 1), a couple plays touch football, with the woman reflecting: "When I was little I wore Danskin leotards. Now that I'm grownup I wear new Danskin bras and panties." The Ogilvy & Mather-created commercial concludes, "They're not just for dancing."



last minute news

P&G to test Head & Shoulders conditioner

CINCINNATI—P&G will test Head & Shoulders conditioner, which "instantly conditions hair and helps control dandruff, itch and flakes," in the Northwest. Priced and packaged similarly to H&S shampoo, it will be available in regular and extra-conditioning formulas. TLK handles.

Chiat/Day reportedly getting new Carnation line

LOS ANGELES—Sources say Carnation has named Chiat/Day to handle its new line of health/diet/nutrition products planned for summer introduction (AA, March 1). SSC&B continues as Carnation's main agency.

Lever repositions All liquid, drops tv support

NEW YORK—Lever Bros. is repositioning All heavy-duty liquid detergent as a value brand by dropping tv advertising and reducing the price of a case by 20%. Trade support and consumer couponing will continue. New packaging notes, "New low price!" SSC&B is the agency.

Ayer gets $6 million Chicago drive

CHICAGO—Chicago Promotion Council named N W Ayer for its new "My kind of town" ad campaign, estimated at about $6,000,000. The national drive, expected to break some time this spring (AA, Feb. 1), will include heavy tv and is expected to feature Frank Sinatra. Other finalist for the account was Lee King.

(Continued on Page 8)

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Mickelberry buys C&W

By CHRISTY MARSHALL

NEW YORK—Cunningham & Walsh, the nation's 25th-largest agency, is to be acquired on March 22 by Newcourt Corp., the communications subsidiary of Mickelberry Corp., a publicly held company previously engaged in the marketing of specialty meat products but now more active in acquiring ad agencies.

The contracts have been signed; the seal of approval is awaiting a C&W stockholders' meeting.

C&W execs have bragged over the years that, in the wake of merger mania, their agency would be one of the few independents remaining. The proposed Newcourt/Mickelberry deal will leave them an independent agency, they say. According to an internal memo: "Our shareholders will realize a generous premium on their stock, and there will be significant ongoing incentives and benefits for all our people. But of equal importance is Newcourt's firm commitment to a hands-off management policy that allows us to maintain our autonomy as a successful independent agency. They are investors, not advertising people."

Mickelberry previously acquired Nadler & Larimer and Laurence, Charles & Free, the latter agency resulting from the merger of Daniel & Charles Associates and F. William Free & Co.

The statement went on to assure C&W employes that there would be no changes in the agency's structure, management, board, nor the way the agency is run. C&W chairman Carl Nichols and president Anthony Chevins will now sit

(Continued on Page 80)

OFF-NETS FAST SELLERS AT NATPE

Syndies try summer tests

By BOB MARICH

LAS VEGAS—As two new off-network programs appear to be the fastest selling of new barter series at the National Assn. of Television Program Executives convention here, summer air tests of pilots for other proposed fall first-run syndicated tv series shaped up as a trend.

The stampede to try out series pilots with on-air tests—usually in summer—allows tv stations to evaluate audience response before committing to a fall pickup. For their part, program distributors can amortize pilot production costs through summer telecasts, although the tryout strategy has a spotty track record in the past.

The pilot tryout ploy is another indication of how skittish the marketplace for advertiser-supported first-run syndicated series (but not cash offnetwork series) has become.

Going into NATPE, first-run series pilot activity was down, with court shows and soap opera for-

(Continued on Page 84)

Watch out, Luvs (also P&G)

P&G's Pampers tries elastic legs at a lower price

By JENNIFER ALTER

Apparently dissatisfied with its 70% share of the $1 billion-plus disposable diaper market, Procter & Gamble Co. will test a new version of Pampers with "stay dry gathers."

Said to offer "improved containment" and "all 'round wetness protection," the Pampers with elasticized legs are going into Fort Wayne, Ind., Lima, O., and surrounding areas. Pricing, except for the convenience packages, is at parity with regular Pampers.

The Cincinnati company said it will continue to market regular Pampers because, "We anticipate that there may be some that prefer the nonelastic version of Pampers even after we introduce the new version."

Advertising support on the new Pampers is scheduled to begin April 9, via Benton & Bowles, New York. The "stay dry gathers" are expected to be highlighted.

The move is confusing to some industry observers who wonder if P&G is not cutting off its nose to spite its face by competing directly with its own, premium-price Luvs diapers with elasticized legs.

Though the company is known to treat its own brands as competition, a spokesman said Luvs are marketed for those desiring "premium fit and containment," while the elasticized Pampers are aimed at consumers desiring "improved containment at a lower cost."

Although babies probably won't

(Continued on Page 80)

More dancing

Youngsters drink A&W root beer in a new song-and-dance commercial that touts the "frosty mug sensation," which represents a return to the frosty-mug symbol. The new effort breaks March 22, via Humphrey Browning MacDougall, Boston. (See story, Page 79.)

CNN raps net news in national ad drive

By SUSAN SPILLMAN

Cable News Network this week will launch what it believes to be the first national consumer ad campaign for an advertiser-supported cable service. In the style typical of CNN boss Ted Turner, the nearly $4,000,000 campaign created by McDonald & Little, Atlanta, touts CNN's news reporting capabilities while taking potshots at the commercial networks and newspapers. Mr. Turner has predicted the downfall of both.

Aiming to substantially increase awareness before June when CNN will begin A.C. Nielsen Co. metering and rival Satellite News Channels debuts, the 24-hour news service will spend $1,000,000 for ads in *Newsweek*, *Time*, *TV Guide* and *U.S. News & World Report*. Another $700,000 will go into airport posters and tv spots on the Entertainment Sports & Programming Network. CNN will also take advantage of avails on Mr. Turner's superstation WTBS. An additional $2,000,000 has been slotted for a second print campaign.

After being refused time by all three networks, CNN turned to the three major newsweeklies, placing five different page ads in the March 22 edition of each.

While CBS has run national spots on CNN, all three networks rejected the cable network's inquiry for time, according to Paul Bissonette, vp-advertising and promotion for Turner Broadcasting. Sources report that ABC's Roone Arledge had queried CNN about buying time for "World News Tonight," but when CNN requested reciprocity the idea was dropped.

Four of CNN's five print ads tie into specific magazine departments —world, nation, people, the economy and business—plus the inside back cover. The ad facing the news magazines' national sections promotes CNN's coverage of the Air Florida crash in Washington, D.C. "CNN covered the story continuously from first report right through the night," it reads. "Unlike the other networks that just interrupted regularly scheduled programs with short reports. No wonder so many of the nation's wire services and newspapers stay tuned to CNN 24 hours a day."

CNN's exclusive footage of American advisers carrying M-16 rifles in El Salvador is boasted in the ad opposite the magazines' world sections.

And in a final stab, the back page ad reads, "No wonder recent research shows that more than 2,000,000 people now watch CNN most often for the world and national news, and rate CNN higher than ABC, NBC and CBS in its ability to provide in-depth coverage, report fast-breaking stories and present the news in an accurate manner."#

highlights

Monday, March 15, 1982

The battle for auditing the demographic editions seems to have died out. *See Page 10.*

If advertising would cut the rates of major cable services by half, six in 10 current subscribers would be willing to accept ads, Gallup says. *See Page 12.*

Chief Justice Warren Burger admonished an Arkansas attorney for his ad practices. *See Page 12.*

Frito-Lay's new educational campaign may not persuade more people to buy its products, but the company believes that at least they feel that it will be credible. *See Page 14.*

New York Air is looking to Chiat/Day to reroute its positioning. *See Page 18.*

Italian wines are drinking in success. *See Page 20.*

Movies and toys go together, especially if the movie is a hit and/or heavily promoted. *See Page 22.*

Pillsbury is raising new interest in the refrigerated dough category. *See Page 37.*

Products introduced since 1970 make up 19% of all warehoused grocery store brands with sales of at least $1,000,000. *See Page 38.*

Japan dailies battle it out in a bloody circulation war. *See Page 42.*

CBS-TV is requiring agencies to resubstantiate spots that have not aired for six months before running them again. *See Page 42.*

Xerox Corp.'s 1982 campaign relies on the dramatic, including a Z-fold. *See Page 46.*

Ten public tv stations hash out guidelines for incorporating advertising into their programming. *See Page 48.*

Aamco Transmissions is repairing its ad effort after the National Advertising Division studied it. *See Page 65.*

CORPORATE CLOSEUP

With its Robitussin cough syrup pointing the way, A.H. Robins Co. is gearing up for future consumer products success, with a full-fledged division now in place. *See Page 4.*

RETAILING

K mart is getting in shape for its 1980s challenge to Sears, Roebuck. *See Page 32.*

VIDEOTECH

Escapade/Playboy adult channel breaks with national ads in *Playboy* in June, and a regional cable drive starts. *See Page 52.*

Block Drug's Polident denture soak is doing wonders with ads featuring Martha Raye. *See Page 55.*

MAGAZINE/SECTION 2

Club Med looks to the family for new business. The worldwide chain of glamor resorts traditionally has targeted itself to an adults-only crowd, but its strategy is changing. *See Page M-2.*

Product positioning has become a popular topic in marketing circles, although there is confusion about just what it is. Marketing executive F. Beavin Ennis helps to sort things out. *See Page M-43.*

NOTICE: A story referred to on this week's Magazine cover—"How Europe influences American advertising"—is not in that issue. It ran in a previous issue.

SPECIAL REPORT

Grocery marketing is facing its share of problems in these tight economic times, and caution is the watchword for this segment of American retailing, as our Section 2 Special Report stresses. There are success stories as well, however—including a look at the most successful food product introduction of the last 10 years. *See Page M-7.*

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Is Lipton Equal to the test?

By JENNIFER ALTER

SKOKIE, ILL.—G.D. Searle & Co. has reached an agreement with Thomas J. Lipton Inc. whereby the food company's sales force will distribute Searle's low-calorie sweetener Equal.

The appointment comes following talks with a number of food companies, according to Marcel Durot, general manager of the consumer products unit (AA, Feb. 15). "It was a close call. We had a lot of people interested," he said.

He explained that Searle wants to get Equal into 50,000 food outlets nationally and that its field sales force of 34 probably wouldn't do the trick.

Given this situation Searle basically had three alternatives, he said. It could go with food brokers, beef up its sales force or team up with someone else. It went for the latter option.

Mr. Durot noted that while his sales force can handle distribution of Metamucil laxative because it already is an established brand, selling in a product as novel as Equal would be an entirely different proposition.

"You really need an army," he

(Continued on Page 82)

west coast update

Death. . .and life. . .in Beverly Hills publishing

By JENNIFER PENDLETON

LOS ANGELES—For a publication that made a point of avoiding bad news in its editorial pages, *Beverly Hills People* was not able to avoid controversy on the ho e front.

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After months of bitter fighting resulting in a still unresolved lawsuit between ousted *BHP* founder David Gordon and the English partners with whom he cast his lot (AA, May 25), the weekly tabloid newspaper folded.

But never fear. Southern California's most visible affluent community will not go without a "good news" newspaper for long. In fact, Beverly Hills may soon have to put up with a glut of good news: In the next few months it will have two publications in the *BHP* mode. They're called *Beverly Hills* and *Beverly Hills World*.

What *Beverly Hills* and *Beverly Hills World* intend to offer is very similar four-color digests of Beverly Hills' personalities, fashion, entertainment and social events in an upbeat format reminiscent of *BHP*. Both will be distributed free of charge to residents.

If this all sounds a little too similar, there's a reason. *BH* is the brainchild of Maxwell Aitken, one of the British businessmen who joined forces with *BHP's* Mr. Gordon last spring to form London and California Publishing.

This time, Mr. Aitken has linked with Alan Shephard, owner of ASA World Enterprises, a Hong Kong-based financial/investment company. Mr. Shephard will be *BH* publisher, while Mr. Aitken will be ceo. Its target start date is April 15.

BH will be staffed by several other ex-*BHP* editorial staffers, including editor Pat Hilton. Most of the former *BHP* sales staff will be moving to *BH* too.

While *BH* will be similar to *BHP*, Ms. Hilton said it will stress fashion and entertainment more heavily than *BHP* did. And while it won't go out of its way to print bad news, it will not refuse to run bad news as a policy as *BHP* did, she said.

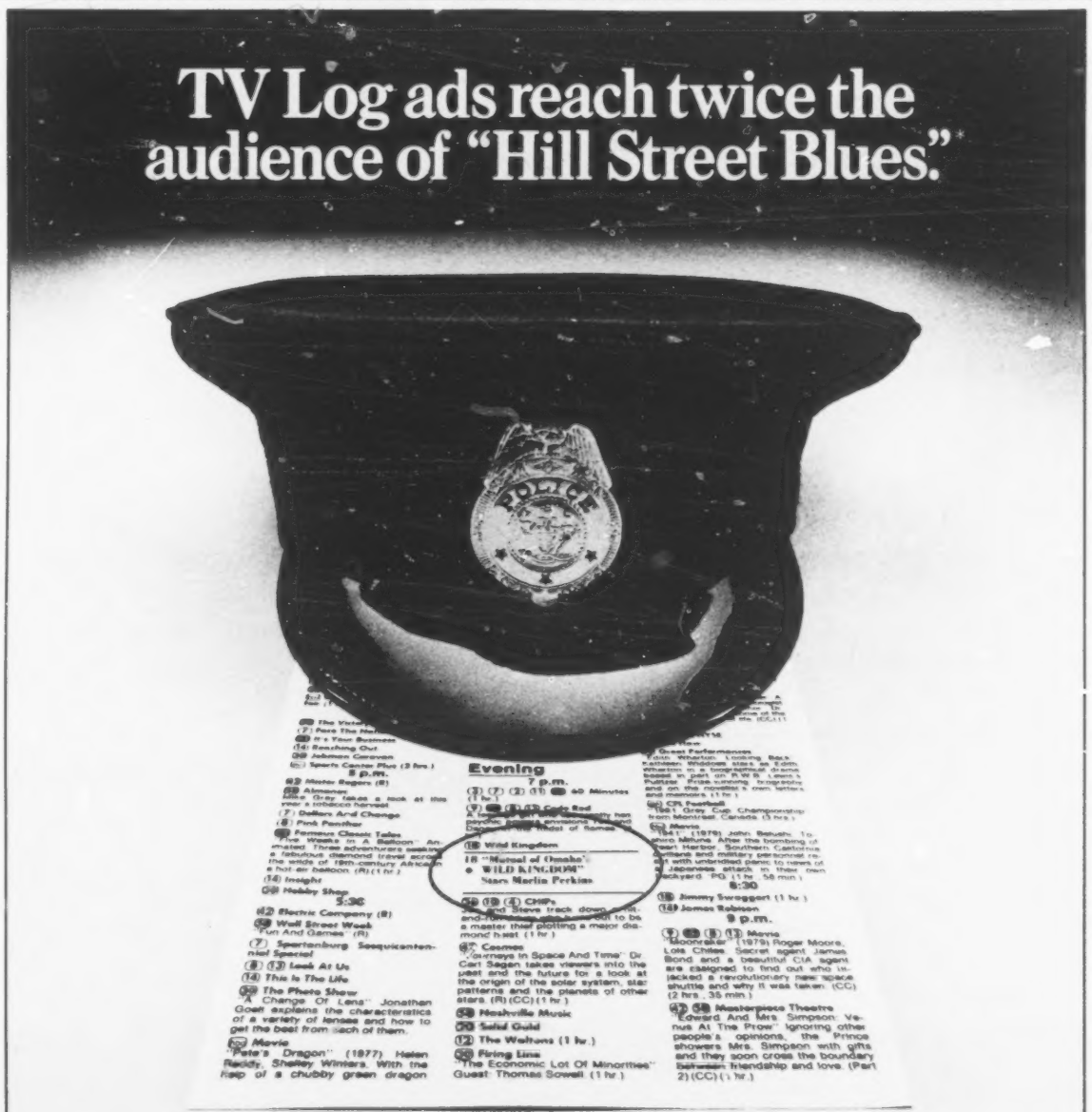
Meanwhile, *BHP* founder and former publisher Mr. Gordon is moving forward with his plans to start the rival monthly glossy magazine, *Bevery Hills World*. A mock-up for advertisers will be ready next month. Mr. Gordon hopes to have the first regular issue distributed in September.

BHW is the first venture of Gordon Communications, a new company Mr. Gordon formed in partnership with ELMS Capital Management, New York.

Along with *BHW*, Mr. Gordon intends to launch a new cable tv program in September—an electronic version of *BHW*.

Joining Mr. Gordon at *BHW* is editor Anne Gilbar, who most recently worked as a free lance writer. From *BHP's* ad staff is Suzanne Miller, who has become vp-retail advertising at *BHW*.#

TV Log ads reach twice the audience of "Hill Street Blues."



Hill Street Blues is enjoying a growing audience and increased ratings. But no TV audience can match the reach of TV Log's 61.7 million circulation. There is no more successful way to support TV advertising buys and gain product and corporate exposure with viewers and non-viewers alike, than with TV Log boldface listings.

TV Log ads appear right within the TV listings of 524 newspaper publications. That's where your ad is seen an average of 2.5 times per day.** Plus TV Log ads are available in one, all or any combination of 90 top TV markets.

So if you're involved in TV, whether it's programming or as an advertiser, let TV Log guarantee your position in the TV listings and in the marketplace.

*Based on tl a Nielsen average audience estimates for the 2 week period ending January 10, 1982.
**Opinion Research Corp.

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200 Park Ave., 10017 212/687-0660

Chicago
One East Wacker, 60601 312/644-1655

Los Angeles
1717 N. Highland, 90028 213/466-5375

TV LOG

Building TV audiences for over 25 years.

Abbondanza! Italian wines big gainers

By JOHN J. O'CONNOR

NEW YORK—While the liquor industry with few exceptions was in the doldrums last year, the top 20 imported wines, led by Riunite, racked up an impressive 16% sales gain to 29,572,000 cases in the U.S.

The good news for wine marketers and the depressing news for spirits marketers is contained in *Impact*, the alcoholic beverage newsletter. Marvin Shanken, editor-publisher, noted that while wine contributed to spirits' no-growth showing last year, the nation's economic woes and price hikes for many brands also played a hand.

But, *Impact* noted, the "generally slow economy seems to have played right into the hands of the inexpensive and popular tasting wines being imported into the U.S. from Italy." Terming the progress of the Italian wines "an awesome phenomenon," the newsletter noted that 11 of the 20 best sellers are from that country. Another point *Impact* made: The imported table wine market in this country is now more brand-dominated than at any other time in its history. In 1981, the top 10 imports accounted for 58% of the market segment's total, and the top 20 claimed a shade under 70%.

Villa Banfi U.S.A.'s vino with velocity, Riunite, again was chalking up eye-popping numbers as its 1981 case depletions soared 23% to 11,200,000 cases. It was followed in the top five by four other Italian labels: Cella (Garneau Co., importer), up 15% to 2,750,000 cases; Bolla (Garneau), up 3% to 1,750,000 cases; Folonari ("21" Brands), up 5% to 1,550,000 cases, and Zonin (F. Bonanno), up 25% to 1,500,000 cases.

Further down the list, however, are a "second tier" of Italian wines that *Impact* maintains will "insure the dominance of Italian wines in America for many years to come."

These relative top 20 newcomers include Canei, (Star Industries), which grew 38% to 900,000 cases last year; Barbella (Wellington Importers), up 52% to 500,000 cases; Bellagio (Villa Banfi), up 38% to 400,000 cases, and Principato (Palm Bay Imports), up 133% to 350,000 cases.

Impact also made note of Browne Vintners' Partager, an inexpensive French wine introduced in 1980. In its first full year of national distribution, it rolled up sales of 300,000 cases.

"Clearly," *Impact* noted, "only two countries, Italy and France, outperformed the total imported wine market in America last year. France may at long last be on the road to recovery in the U.S. On the strength of its new, broad and vig-

(Continued on Page 68)

Camera Company Clicks

"We always knew a strong print campaign was vital, along with TV," reports Meg Meyer, Olympus Camera Corporation Advertising Manager. "But it takes a strong publication to really make it click. Visually and verbally, we've found PLAYBOY a terrific tool for serious marketing. One that sharpens our focus on the upscale male we're shooting for–as perhaps no other magazine can."

Rich Griff, Vice-President and Account Supervisor at SSC&B, Olympus' ad agency, exposes the strategic thinking behind the camera company's decision to be in PLAYBOY.

ZOOMS AHEAD

"We're not just witnessing a revolution in 35mm camera sales," Griff says, "we're literally helping achieve it. Olympus is one of the leading manufacturers of automatic single-lens-reflex cameras, most of which are purchased by and for men. By running Olympus in PLAYBOY, using beautiful Cheryl Tiegs as our spokesperson, we're in an environment where both great photography and sophisticated thinking are present. It's a climate that helped catapult Olympus to the elite handful of 35mm volume sales leaders."

DOUBLE EXPOSURE

"There's another bright spot in the PLAYBOY picture," adds Olympus Management Supervisor and SSC&B Senior V.P. Bob Lehman. "PLAYBOY plays a powerful role in the idea marketplace–remember the Carter interview? In the fashion marketplace–where high style and high income go hand in hand. And in the consumer marketplace–where PLAYBOY provides expert advice on everything from cameras to cars to computers. I'm convinced, from my own experience, that PLAYBOY's impressions per issue are the highest anywhere. PLAYBOY gets more readers per issue, and every issue gets read–again and again."

A FINAL SHOT

"In the Eighties, you have to make every dollar work overtime," Griff observes. "The simple fact is, that's what PLAYBOY does for us. And can probably do for anybody with a distinctive product targeted against men, and who can back it up with distinctive ads.

"No, PLAYBOY hasn't replaced TV. But TV hasn't replaced PLAYBOY, either. Nothing has."

And that's the story of Olympus, focusing on the PLAYBOY reader–and developing an even brighter sales picture.

PLAYBOY is a mark of Playboy, Reg. U.S. Pat. Off. © 1982 by Playboy.

account changes

Lowe's cat litters now all at JWT

SOUTH BEND, IND.—Lowe's Inc., marketer of cat box fillers, has consolidated its $3,000,000 advertising account at J. Walter Thompson U.S.A., Chicago, currently handling its Kitty Litter brand. JWT will now have responsibility for Tidy Cat and Tidy Cat 3, a test product, formerly at Dawson, Johns & Black, Chicago.

Other accounts moving:

Whitney Communications Corp., magazine division, New York, to **Gregory & Clyburne** from Graber & Cohen.

Hearst Corp.'s *Colonial Homes*, New York, to **Young & Rubicam Special Markets** from Margeotes/Fertitta & Weiss.

Association of Tequila Products, Guadalajara, Mexico, to **Clinton E. Frank Inc.**, Chicago, its first agency. Budget estimated at $750,000.

McCord Gasket division of Ex-Cell-O Corp., Detroit, to **Urda Co.**, Akron, O., from Barkley & Evergreen, Kansas City.

Gorman Publishing Co., Chicago, to **Smith Badofsky & Raffel** from in-house. Budget is estimated at $400,000.

Andes Candies, Delavan, Wis., to **Tatham-Laird & Kudner**, Chicago, its first agency.

White Farm Equipment, Oak Brook, Ill., to **John Volk Co.**, Chicago, from Rhea & Kaiser.

Blue Cross and Blue Shield of Illinois, to Stern Walters/Earle Ludgin, Chicago, from Campbell-Mithun. Budget estimated at $500,000.

Naked Furniture, Lombard, Ill., to **Chartoc Creative**, Kenilworth, Ill., from Smith Badofsky & Raffel, Chicago.

Gartland Foundry, Terre Haute, Ind., to **Joe Newman Advertising**, Indianapolis, its first agency.

Spraying Systems Co., Wheaton, Ill., to **Kolb & Bauman**, Chicago, from in-house.

Video Products Group of NEC Home Electronics, Elk Grove, Ill., to **BBDM** as its first agency.

Hyatt Hotels Corp.'s Southern California region to **Klein/Richardson**, Beverly Hills, the first agency.

El Torito-La Fiesta, a chain of 10 midwestern Mexican restaurants, Irvine, Cal., to **Dawson, Johns & Black**, Chicago, its first agency.

Flotech Inc., Framingham, Mass., marketer of Tufoil lubricant concentrate for automotive, industrial and consumer markets, to **Contemporary Marketing Inc.**, Bala-Cynwyd, Pa., from Sharp Advertising, Cleveland.

Allenair Corp., Mineola, N.Y., marketer of fluid power products, to **Cooper Leder Inc.**, Lake Success, N.Y., from Gilbert S. Nearman Co., Garden City, N.Y.

Jacksonville Tea Men of the North American Soccer League, to **William Cook Advertising**, Jacksonville, Fla., the team's first agency.

Northeastern Airlines, a regional airline based in Fort Lauderdale, to **Creative Consultants Group**, its first agency.

Sideband Technology, Rochester, N.Y., developer of mobile radio equipment, to **Verno Associates Inc.**, its first agency.

Mahon's Express, Newark, N.J., a trucking company, to **Berner Associates**, Clifton, N.J., its first agency.

LeMans Group Ltd., Lancaster, Pa., a lease management systems company, to **Kelly Advertising**, Lancaster, its first agency.

Heath & Co., St. Petersburg, Fla., marketer of illuminated signs, to **Y&R/Zemp Inc.**, its first agency.

WNEW-TV, New York, to **Berenter Greenhouse Elgort** for its consumer and trade advertising account, estimated by the agency at $1,000,000. The Metromedia station formerly had been at Ogilvy & Mather.

Roth Young Personnel Service, New York, to **Wills Group**, Philadelphia, from in-house.

Stark Bros. Nurseries & Orchards, Louisiana, Mo., to **Frank Vos Co.**, New York, from **Brand-Edmonds**, Richmond, Va.

Sherman Industries, Palmyra, N.J., to **Voight, Brown, DeMarco Associates**, Philadelphia, from in-house.

McGraw-Edison Co.'s Clarke division, Grand Rapids, Mich., marketer of floor maintenance equipment, to **John F. Kolody Inc.**, New York, from Nordstrom/Cox, Grand Rapids.

Prep International, Princeton, N.J., a supplier of vocational education training and assessment systems, to **Gillespie Organization**, Princeton, N.J., its first agency.

C & S Railcar Corp., Cheseapeake, Va., marketer of railcars and industrial fabrication, to **Group Two**, Philadelphia, its first agency.

Bonney Forge, Allentown, Pa., a division of Gulf & Western and marketer of O'let branch connections, forged steel fittings and unions, to **Stiegler & Wells**, Allentown, its first agency.

Mecca Machinery Corp., Newtown, Pa., marketer of machine parts, to **Sydney Schreiber Inc.**, Philadelphia.

Academy of Natural Sciences, Philadelphia, to **Weightman Advertising**, its first agency.

Little Caesar's Enterprises pizza chain, Farmington Hills, Mich., to **Burton Advertising** from Sohigian & Co.

Nature's Family, Van Nuys, Cal., hair and skincare product distributor, to **Mars Advertising**, Southfield, Mich., from Faber Shervey Advertising, Minneapolis. Budget is estimated at $1,000,000.

Bradford Hotels, Dallas, to **GSD&M/Johnston** for advertising and pr, its first agency of record.

The Downs at Santa Fe, thoroughbred horse-racing track, to **Rick Johnson & Associates**. Albuquerque, from Epstein Enterprises.

Wagner-Hohns-Inglis, La Crescenta, Cal., construction industry consultant, to BBDO's **Doremus/West**, Los Angeles, from John Kubasek & Associates, Staten Island, N.Y.

Countrywide Securities Corp., Los Angeles, marketer of Government National Mortgage Assn. securities, to **Evans/Weinberg**, first agency.

Gavon Inc., Los Alamitos, Cal., marketer of leisure products, to **Cox Burch Advertising**, Newport Beach, Cal., the first agency.

Operadora Hotelera Quetzalli, operator of hotels in Mexico, to **Carter Advertising**, New Orleans, for U.S. and European advertising.#

Top 20 distilled spirits brands in 1981

Rank	Brand	1981 Depletion Equivalents (000 9-liter cases)	Percent Change 1980-1981	Average Annual Compound Growth Rate 1970-1980
1	BACARDI	8,655	1%	12%
2	SMIRNOFF	7,370	–1	7
3	SEAGRAM'S 7 CROWN	6,250	6	–2
4	SEAGRAM'S VO	4,200	4	1
5	JIM BEAM	3,960	4	3
6	JACK DANIEL'S BLACK	3,770	19	16
7	CANADIAN CLUB	3,700	–4	1
8	SEAGRAM'S GIN	3,450	3	10
9	POPOV	3,340	–10	15
10	CANADIAN MIST	3,290	8	16
11	GORDON'S GIN	2,940	3	1
12	WINDSOR SUPREME	2,840	—	5
13	J & B	2,520	–4	—
14	GORDON'S VODKA	2,460	4	7
15	DEWAR'S	2,400	3	3
16	GILBEY'S GIN	2,365	—	1
17	BLACK VELVET	2,150	2	15
18	KAMCHATKA	2,060	—	13
19	ANCIENT AGE	1,990	–9	1
20	GILBEY'S VODKA	1,975	5	6

Source: IMPACT DATABANK

Top 20 imported wine depletion analysis

(Thousands of nine-liter cases)

Rank	Brand	1981 Depletions	Percent Change 1980-1981
1	RIUNITE	11,200	23%
2	CELLA	2,750	15
3	BOLLA	1,590	3
4	FOLONARI	1,550	5
5	ZONIN	1,500	25
6	GIACOBAZZI	1,390	3
7	BLUE NUN	1,300	3
7	MATEUS	1,300	5
8	YAGO	1,100	4
9	LANCERS	905	1
10	CANEI	900	38
11	B&G	625	108
12	VILLA BANFI	540	17
13	BARBELLA	500	52
13	KREUSCH	500	–17
14	TYTELL	420	2
15	CRUZ GARCIA REAL	410	–5
16	BELL'AGIO	400	38
17	PRINCIPATO	350	133
18	MOUTON CADET	342	18%

Source: IMPACT DATABANK

Liquor study

(Continued from Page 20)

orous brand development programs (*e.g.*, Partager) the category is likely to get a strong shot in the arm in 1982, 1983 and 1984. French table wines were up 32% in 1981, "one of their best years ever."

As for liquors, the newsletter pointed to the slowdown in the growth of market leader Bacardi rum (Bacardi Imports) as indicative of the industry in general. Bacardi's sales, following three years of strong growth, were up only 1% to 8,655,000 cases. Reasons given for Bacardi's slowdown were the economy, accelerated consumer switching to white wine and stepped-up competition from lower-priced rums.

Once again, the bright spot in the liquor segment was the performance of Brown-Forman's Jack Daniel's bourbon, whose sales climbed 19% to 3,770,000 cases last year.#

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SM-3005-81

We are what we eat

By Channing Stowell

The Campbell Soup Co.'s "Soup is good food" campaign shows how American food consumption patterns have changed over the last decade and a half. The smart marketer these days is recognizing how important nutritional content and value have become to consumers.

And that's not even to mention the stress placed on quality and convenience.

It is this kind of change in food consumption patterns that Market Research Corp. of America's National Household Menu Census tracks and of which food industry marketers can take full advantage of.

What the most recent data show are the continuation of trends recorded earlier and the development of new patterns with which marketers have to contend.(**Editor's note:** See AA, April 29, 1979, for a report on Menu Census for the 1977-78 period.)

All of it reflects how the American consumer has changed since the post-World War II baby boom has come to make up a significant portion of the nation's household managers.

This generation—or at least large numbers of its members—brought with it not just new values and behavior regarding such issues as the role of women, family size, "self" and the importance of education. They also voiced loudly their concerns regarding food, diet and body. Supported and encouraged by an activist Washington bureaucracy, this generation helped make the public aware of—perhaps the first time—questions regarding the nutritive contents and possible harmful effects of various foods. Not only were calories' nutritional contents examined, but so was the use of chemical additives and preservatives in various foods.

During the early 1970s the U.S. food industry found itself too often the effect—not the cause—of the profound changes in attitudes and behavior involving food preparation and consumption.

Once the 1974-75 recession ended, the industry gradually began to awaken to the significant opportunities presented by these new preferences, attitudes and emerging behavior patterns concerning food. Large portions of the industry—as is true in other sectors of our economy—remain mired in the traditional, short-term thinking necessary for the brand management system to survive.

However, ever increasing numbers of marketing organizations (trade associations and cooperatives, as well as corporations) are successfully offering dynamic programs of food product communication and services to address the many segments of this marketplace.

The concern for nutritional content and value is one thing that more marketers are addressing. The Campbell campaign, for instance, surpasses in breadth "nutritional" efforts by such marketers as RJR Foods' Chun King and several yogurt makers. Their messages had heavy, cosmetic overrides—"For a beautiful body."

To see that we have all "Come a long way, baby," examine a potato chip label. The words, "contains *no* preservatives," are virtually a standard necessity, and no longer a point of competitive difference. Note the nutritionally based campaigns in the cereal market—fiber, vitamins, whole grains—culminating with Kellogg Co.'s major introduction of an entire line of completely sugarfree cereals.

At the same time, to underscore how the industry has finally seen the importance consumers now place on quality and convenience, note the successful proliferation in the freezer chest of high quality, higher priced (expensive!) entree items. Significant segments of consumers

This generation brought with it not just new values and behavior regarding such issues as the role of women, their family size, "self" and the importance of education. They also voiced loudly their concerns regarding food, diet and body.

are willing to pay for these benefits—when the product delivers. The continued expansion of away from home consumption is, of course, the strong expression of the need for convenience.

With that backdrop, let's examine the recent changes in America's food behavior from the first year of MRCA's Continuous Menu Census Service. I shall compare behavior occurring in the year ended June, 1981, with that ending June, 1978. However, given increasing prices present during the recent year, 1975 behavior, a year when our economy was in similar straits will also be used.

Where we eat

Away-from-home eating, as predicted from 1978 Menu Census information, continued dramatic growth through 1981. In the face of inflation and high unemployment, it increased by more than 10% per capita to more than 15% of all main meal consumption (up from less than 14% in 1977-78).

This growth was at the same rate across all three meals. Lunch, however, because of the increasing number of women in the labor force, had the single largest share gain—more than two points. Almost a fourth of lunches are now consumed away from home.

The rate of increase was similar in all age groups under 65; the rate for those over 65 increased only a third as quickly as the other groups.

This growth pattern did not include a defensive fast-food industry, which was engaged in a major share battle.

Portions of the food service business accounting for the growth included grocery and convenience stores and in-plant or office building establishments.

Facing competiton from meal skipping (almost 10% of meals are skipped), as well as from away-from-home consumption, the inhome meal continued to wane.

Currently, only about 70% of meals are eaten at home, down from 75% in 1973, 74% in 1975 and 72% in 1978.

Declines were measured across all meals. Less than 50% of lunches are eaten at home. Breakfast remains the meal most frequently consumed at home (over 84%), while 78% of evening meals are eaten there.

The declines also were measured across all age groups except those over 65, which stayed about the same in inhome meal consumption.

The stability of "brown bag" or carried meals—which amount to just more than 4% of total main meals—is attributable to the continued influx on women into the work force, a declining child population and unemployed (primarily) blue collar workers. Carried snacks—in addition to lunches—are becoming an ever more important factor.

How we eat

Increased inhome snacking (reversing a long term decline), coupled with a greater level (10%) skipping of main meals, indicates that we are becoming a nation of "grazers."

The declining pattern of inhome snacking over the last five years was reversed. Significant snacking gains now are occurring throughout all age groups except the 6 to 12-year-olds (already a major group of carried and away-from-home snackers).

Gains were posted across all snack occasions, morning, afternoon, evening and bedtime.

The trend toward fewer dishes served per meal continued. This is another result of the increased desire for convenience, a trend that has prevailed for more than 15 years.

Of significant interest has been the continued proliferation of microwave ovens; their market penetration is now above 20%. The growth has occurred throughout most segments of our household population. The onetime strong skews toward upper income, large family and working woman households have diminished significantly.

Dieting

For the first time in the 25-year history of the Menu Census, the proportion of the adult population on a weight loss diet declined. Less than 15% of adult males and 31% of women were on a diet to lose weight—down from 18% and 36% in 1977-78.

In the 1977-78 study, it was noted that behaviors of these dieters were beginning to match their attitudes. The decline in number perhaps is an indication that some were actually successful!

Elsewhere, publicity over the side effects of "too much" salt was showing its effects. There was a 50% increase in the percentage of population on a low sodium diet.

What we eat

The basic tastes of the American population continued to change, affected sometimes significantly by supply side factors. This flux presents real opportunities for a number of marketers—opportunities seized by only a few groups so far. Many major marketers remain defensive, reacting *to* as opposed to at least interacting *with* or even influencing their markets.

Beverages

The major story here was the continued decline in coffee consumption. The issue was not one of price; it was the failure to renew a franchise among the younger segments of the U.S. population. While decaffeinated forms continued to make major gains, total coffee consumption was off—away from home as well as inhome. The younger an adult was, the less likely he or she was to be a coffee drinker.

On the rise were both carbonated and noncarbonated beverages and juices. Tea remained unchanged. Milk consumption as a beverage continued to decline, with substantial share losses both inhome and away from home. The mammoth conversion from whole to skim/low fat forms continued despite counterproductive government price supports, paid on the basis of butter fat content.

With juice varieties other than orange on the rise, this category continued to gain share. And such varieties—far more than orange—were becoming a kind of snack food. Orange juice, despite a long advertising campaign, remained primarily "just for breakfast."

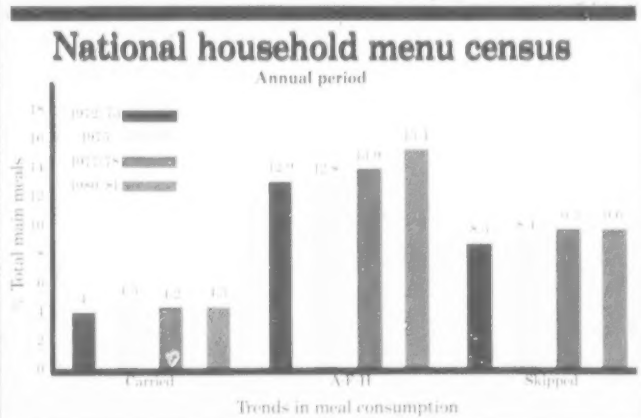
Alcoholic beverages continued a rise in away-from-home consumption. Inhome consumption was back up across virtually all product segments, reversing years of decline.

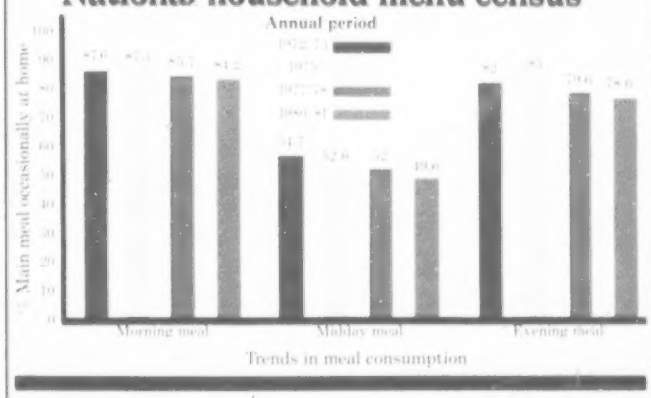
For a number of years, only wines and the cordials/liqueurs showed growth inhome. Latest findings showed both beer and liquor-based drinks are enjoying inhome increases as well.

Meat, fish, poultry

The myopia of major segments of the food industry is nowhere better exemplified than the failure of most marketers to conceive and implement coherent marketing plans to take advantage of the decline in beef consumption, a market trend forecasted long ago.

The steer's direct competitors—pork, chicken, turkey and sea food—all failed to change market share from anything other than price. Moreover, marketers of major side dishes—potatoes, pasta, vegetables—failed to anticipate how mix of foods consumed would change when beef





Channing Stowell is a vp with Market Research Corp. of America, Northbrook, Ill. His report on the 1977-78 National Household Menu Census appeared in the April 30, 1979, issue of Section 2/Grocery Marketing.

steaks and roasts were absent from the table. Many of these side dish marketers did little to even mitigate the effects, much less seize the opportunities.

The beef industry itself failed to recognize the resistance of the consumer to higher prices and was forced to "grind up" more of the steer than ever—thereby neglecting some of the positive margin effects expected from reduced herds.

Beef steaks and roasts consumed in the home fell almost 20%, ground beef usage only 4%. Rates of beef decline away from home, however, were half those of in the home. It would be easier to understand these changes once it is recognized that these declines mean a drop of more than 5 billion consumption occasions.

Pork, chicken and turkey consumption all increased substantially. Unfortunately, for both the pork and poultry industries, this expansion was to a large extent below cost. The poultry industry is an especially outstanding example of a major sector of the food business functioning—unprofitably—in almost *total* ignorance of marketing. Viewing their markets almost completely from the production vantage, they compete totally on the basis of price. Significantly, the greatest increase in chicken consumption was *carried* inhome.

Over-all, the 1980-1981 data showed the continued decline of meat, fish or poultry as end dishes and the continued growth of their use as sandwiches and ingredients to other dishes. What this shows is the continuing desire to stretch the use of flesh products economically, nutritionally and in terms of calories.

Entrees

Given the "stretching" of our use of meats, fish and poultry—a behavior long prevalent among our European, Latin and Oriental neighbors—it is not surprising that the ethnic food category remained the major area of main dish growth.

Growth pervaded all sectors of this market: Away-from-home and inhome, frozen, carry-in, canned and made-at-home. Oriental, Mexican and Italian foods were increasing, and the now "All American" pizza pie continued similar expansion across the board—all segments increasing significantly.

Traditional "hard times" dishes such as chili and baked beans enjoyed growth, as did all but the "kit" segment of pasta and rice dishes.

Sandwiches

The total sandwich market enjoyed major growth. Hamburgers reflect America's continuing desire to diminish its sweet tooth. Sandwiches with fruit spreads fell almost 10%. At the same time, the rate of decline for sandwiches with butter or margarine was twice as fast.

All the other major segments, except salami and bologna, remained strong. Bologna and salami's declines were probably influenced significantly by the high unemployment levels in mid-America, as well as the continued drop in number of children ages 6 to 12.

Sandwich consumption away from home also grew. But hamburger and cheeseburgers declined for the first time. Poultry-based sandwiches led increases, as the fast-food industry began the natural expansion of its new product line.

Sauces/condiments

The changing entree and meat consumption patterns present substantial opportunities for marketers of condiments and sauces. Catsup, mustard and barbecue sauces showed substantial gains. The ready-to-eat spaghetti sauce category's expansion has come at the expense of the homemade category—stopping the growth of the last "great bastion" of homemade sauces. Homemade gravies were declining substantially.

Side dishes

Potato consumption continued to fall, while commercial stuffing consumption took its place. Vegetables—especially canned varieties—continued to decline, but fresh produce continued to make gains.

Of note was the stabilization of the use of breads and rolls as side dishes. This was the first evidence that this industry finally discovered marketing—successfully communicating some positive values of its products. The natural, whole wheat and grain products continued their boom.

The groundswell for nutrition has begun. Markets have reached sufficient size for even the "mass marketers" to attempt to enter them .... With critical mass present, more and more products will be based on "good for you" themes.

The home-prepared products in this market (rolls, biscuits, as well as bread) also enjoyed growth, at the expense of frozen or refrigerated products. This is typical of "recession" behavior. But highlighting the additional value of convenience was that the growth in 1980-81 was from all-purpose mixes, not from flour as in 1975.

Snacks

Total "salty snacks" consumption, reflecting the inhome turnaround in snacking, was up more than 10%, reversing the long-term decline resulting from the short-lived success of processed potato chips.

Corn-based chips and popcorn each increased by about one-fourth. Pretzels, nuts and seeds also grew. Potato chips gained only slightly.

Other snack-type products continued to benefit, as well, from America's swing away from hot beverages. Snack crackers especially were major winners, gaining by more than 25%. Snack consumption of a number of other types of products not traditionally viewed as snacks—vegetables, sandwiches, salads—also increased.

Corn chip consumption away from home increased by 50% and extruded snacks by even more. Other categories were soft, with potato chips in a major decline.

Sweets

The only sweet products besides fruits that managed to register long-term slides in inhome consumption were those that feature portability and individual portions—candy, cookies, frozen novelties and brownies. The other major cold and baked sweet good markets continued to erode. Cold sweet goods declined 7%; baked, only 2%.

Scratch baking of cakes continued to remain strong, much to the chagrin of mix and ready-to-eat marketers. And the revitalized marketing of commercial pie crusts (up 16%) benefited the pie market at the expense of frozen products (22%).

Inhome sugar consumption increased, owing to a resurgence in "scratch" baking of sweet goods. Baking candies were also up more than 10%. Sugar substitutes were declining.

Away-from-home consumption increased in several baked/fried sweet goods categories—donuts, cakes and cookies—offsetting the decline in pies and resulting in a net increase in the total market. However, the rate of increase is far below that for other foods consumed away from home. Further evidence of our declining sweet tooth was the decline in consumption of cold sweet goods away from home.

Fresh and dried fruits benefited significantly from the decline of other sweet goods. Canned products, however, were off more than 10%. Grapes were up by more than 50%; raisins by more than 20%, and apples, bananas and pineapples by more than 10%. The use of fruit as an ingredient of baked goods, as well as on cereals and for "as is" consumption, continued to grow.

Fastest Growing Categories, 1980-81

Dry Grocery: Food

Category	52-Week Tonnage
Diet canned vegetables	+65.9%
Miscellaneous snacks & dips	62.5
Warehoused corn snacks	53.3
Bottled water	29.7
Cereal meal bars	27.3
Fruit pectin	18.8
Dried figs	18.3
Apple juice	16.6
Popcorn	14.3
Dehydrated soup	12.5

Frozen & Refrigerated

Category	52-Week Tonnage
Refrigerated spreads	+138.4%
Prepared vegetables/without sauce	86.2
Puddings	84.5
Apple juice/cider	37.5
Salad dressings & sauces	29.3
Yogurt	28.0
Miscellaneous yogurt products	25.5
Other foods (pancake batter, microwave popcorn, etc.)	20.4
English muffins	11.5
Cream cheese	10.9

Source: Selling-Areas Marketing Inc.

Sharpest declining categories, 1980-81

Dry Grocery: Food

Category	52-Week Tonnage
Package chocolate covered nuts	−23.5%
Diet canned fruit	19.1
Measured diet meals	15.4
Canned corn	14.7
Non corn & non maple syrups	13.1
Semimoist dog food	11.9
Canned miscellaneous beef & pork	11.6
Powdered milk	11.0
Package tea	10.8
Dates	10.5

Frozen & Refrigerated

Category	52-Week Tonnage
Melon balls	−15.3%
Cauliflower	12.5
Asparagus	12.1
Prepared vegetables/butter sauce	11.2
Herring	10.9
Regular dinners (nonethnic)	9.6
Strawberries	9.6
Sweet goods	8.1
Nationality foods (other than Mexican & Chinese)	7.9
Southern vegetables	7.4

Source: Selling-Areas Marketing Inc.

Summary

Placing all of these changes in longer term perspective, it is obvious that major changes in the food industry will continue. Among the most certain are:

- The groundswell for nutrition has begun. Markets have reached sufficient size for even the "mass marketers" to attempt to enter them. With critical mass marketers present, more and more products will be based on "good for you" themes. Such themes will spread rapidly into the fast-food industry. Those marketers who have in the past attempted to be "all things to all people" will find heavy resistance in regaining their credibility and also in dealing with these new segments.
- With respect to consumer tastes, red meats will continue to decline. The beef industry will not replace the volume lost. Poultry will gain, but not at a profit until that industry discovers marketing. The opportunity for seafood is immense and the focus turns more to the supply side than ever before.
- The inhome food market will continue to decline until either Alvin Toffler's "Third Wave" or the home entertainment center becomes a reality. The continued increase in the number of working women and the shift in our basic life styles underlie this trend.
- The fast-food industry will remain in a major internal "share" battle. Product lines will expand to handle the increasingly segmented tastes of the population.
- Under severe cost and margin pressure, the food industry initially will continue to be rampant with mergers and acquisitions.

Quite probably, this will lead to legislation—already mentioned in the latest session of Congress—placing much stronger limits on this activity.

- Eventually, both inhome and away-from-home food marketers will abandon their volume growth objectives and increasingly focus on the bottom line and return on investment, which is already happening to a limited degree in many industries. This will involve abandonment of unprofitable lines and even business areas.
- Now that marketers are beginning to respond to consumers and offering nutritious products that also have taste, the transformation of the U.S. food industry will need new "partnering" to clean up the morass of counterproductive regulations, price supports, grading, marketing orders and the like. Consumers, corporations, producers and bureaucrats and possibly even elected officials will begin to untangle the web that exists.

Such issues as grading of beef based on fat content, paying the dairy industry on the basis of butter fat and requiring package labeling that mainly confuses the consumer must be addressed with efforts beyond the lip service of today. So too will the much larger concerns of artificially limiting available market supplies to keep prices high.

videotech

ABC leads in reaching key male segment

By JAMES P. FORKAN

NEW YORK—In the latest available Nielsen demographic numbers, ABC and CBS were even in reaching women 18 to 49, but ABC pulled ahead among their male counterparts. Still, both those important advertiser target segments are down from last season.

According to Joel Segal, senior vp, Ted Bates & Co., all three nets showed slight slippage (3% to 4%) in luring those women, while both CBS and NBC suffered drops among the men in that age group. CBS is off about 4% among those males and NBC has plummeted 18%, with only ABC gaining, by 6%, Mr. Segal noted.

As he saw it, sports and movies are the primary "prime time grabbers" for these young men, and since the nets reduced movie nights last fall they "looked elsewhere for their movies," e.g., pay and basic cable channels. The greater availability of cable sports also is having some impact, he felt.

Based on the averages for all 90 shows broadcast during the 18 weeks ended Feb. 7, ABC and CBS tied at a 13.9 rating among women 18 to 49, while CBS led with femmes 25 to 54, its 15 rating topping ABC's 14.2. Among men 18 to 49, ABC's 13.6 easily beat CBS' 11, with ABC also topping CBS in viewing by men 25 to 54, 14.1 to 12.4. Although NBC also lost among households with $20,000-plus in income (AA, March 8), its 15.5 average was better than in the other breakouts, behind ABC's 18 rating and CBS' 16. ABC led among teens, while CBS held the over-all edge among children two to 11.

Many of these demographic top tenners were separated by only a fraction of a ratings point. "Hart to Hart" and "Hill Street Blues," for instance, were just 0.1 points apart among females 18 to 49, and the gap between "60 Minutes" and "Happy Days" was not much more than that. Similarly slight margins separated the tv news magazine from "M*A*S*H," and "Too Close for Comfort" from two other favorites among women 25 to 54.

Among males 18 to 49, "Hill Street" and two others were within 0.2 points of each other. "Hart's" lead over "M*A*S*H," and that Korean war sitcom's edge over "Three's Company," also worked out to just 0.2. Viewing by males 25 to 54 gave "Dallas" a lead over ABC's Monday films that was the same— 0.2 points— as that separating "Fall Guy" from CBS' Saturday flicks and the latter package from "M*A*S*H." Families in the $20,000-plus income chart liked the urbane Harts more than the middle-class Fonzie & Co. by that same fine margin, 0.2 points.

ABC's demographic numbers for its Sunday movies were bolstered by such titles as "Superman," "Close Encounters of the Third Kind," "Grease," "Moonraker," "Meteor," "Slap Shot," "Onion Field" and two James Bond reruns, "Diamonds Are Forever" and "Thunderball." Its Monday film packet, beginning after its Monday NFL season closed, included the made-for-tv "Fantasies" and "Victims."

NBC's Sunday flicks and CBS' Saturday features both scored well among men 25 to 54. NBC's titles included "World War III," "Will," "Young Frankenstein," "North Dallas Forty" and "Death of a Centerfold," while CBS' ranged from "Help Wanted: Male" and "Murder Is Easy" to "Revenge of the Pink Panther" and reruns of "Foul Play" and "Silver Streak."

A dozen prime timers that failed to crack into the other Nielsen demographic top 10 lists did rank highly with teens aged 12 to 17 and children in the two to 11 bracket. Three of these, CBS' "Incredible Hulk" and NBC's "Here's Boomer" and "The Flintstones," were stopgap series earlier this season, filling in due to the actors' strike. The only series to lead with both teens and children also were the longest running favorites—the 6-year-old "Laverne," five-year "Dukes," five-year "CHiPs," and the two-season "Hero."#

Demographic ratings

Prime time network tv

(Nielsen data for the 18 weeks from Oct. 5 through Feb. 7)

Household ratings
1. "60 Minutes" (CBS) 28.9
2. "Dallas" (CBS) 28.8
3. "ABC Sunday Night Movie" 25.7
4. "Three's Company" (ABC) 23.4
5. "M*A*S*H" (CBS) 23.2
6. "Alice" (CBS) 23.1
   "The Jeffersons" (CBS) 23.1
8. "Dukes of Hazzard" (CBS) 22.9
9. "One Day at a Time" (CBS) 22.6
10. "Archie Bunker's Place" (CBS) 22.0

Women 18 to 49
1. "Dallas" (CBS) 23.2
2. "ABC Monday Night Movie" 21.4
3. "Three's Company" (ABC) 18.9
4. "Too Close for Comfort" (ABC) 18.5
5. "ABC Sunday Night Movie" 18.0
6. "M*A*S*H" (CBS) 17.6
7. "Hart to Hart" (ABC) 17.2
8. "Hill Street Blues" (NBC) 17.1
9. "Happy Days" (ABC) 16.6
10. "60 Minutes" (CBS) 16.4

Women 25 to 54
1. "Dallas" (CBS) 24.4
2. "ABC Monday Night Movie" 22.1
3. "60 Minutes" (CBS) 19.3
4. "M*A*S*H" (CBS) 19.2
5. "ABC Sunday Night Movie" 18.8
6. "Three's Company" (ABC) 18.0
7. "Too Close for Comfort" (ABC) 17.5
8. "Hart to Hart" (ABC) 17.3
   "Hill Street Blues" (NBC) 17.3
10. "Jeffersons" (CBS) 16.8

Men 18 to 49
1. "Monday Night Football" (ABC) 21.5
2. "ABC Sunday Night Movie" 20.4
3. "60 Minutes" (CBS) 17.8
4. "ABC Monday Night Movie" 15.6
   "Hill Street Blues" (NBC) 15.6
6. "Fall Guy" (ABC) 15.5
7. "Dallas" (CBS) 15.4
8. "Hart to Hart" (ABC) 14.3
9. "M*A*S*H" (CBS) 14.1
10. "Three's Company" (ABC) 13.9

Men 25 to 54
1. "Monday Night Football" (ABC) 22.4
2. "ABC Sunday Night Movie" 21.2
   "60 Minutes" (CBS) 21.2
4. "Hill Street Blues" (NBC) 17.0
5. "Dallas" (CBS) 16.6
6. "ABC Monday Night Movie" 16.4
7. "Fall Guy" (ABC) 15.8
8. "CBS Saturday Night Movie" 15.6
9. "M*A*S*H" (CBS) 15.4
10. "Today's FBI" (ABC) 15.0
    "NBC Sunday Night Movie" 15.0

$20,000+ household income
1. "60 Minutes" (CBS) 31.8
2. "Dallas" (CBS) 29.3
3. "Monday Night Football" (ABC) 28.7
4. "ABC Monday Night Movie" 28.0
5. "Three's Company" (ABC) 27.3
6. "M*A*S*H" (CBS) 26.7
7. "Too Close for Comfort" (ABC) 26.2
8. "Hart to Hart" (ABC) 24.8
9. "Happy Days" (ABC) 24.6
10. "Laverne & Shirley" (ABC) 24.2

Teens (12 to 17)
1. "Three's Company" (ABC) 22.6
2. "Happy Days" (ABC) 21.6
   "Laverne & Shirley (ABC) 21.6
4. "Too Close for Comfort" (ABC) 19.9
5. "CHiPs" (NBC) 17.2
6. "Fame" (NBC) 16.3
7. "Greatest American Hero" (ABC) 16.0
8. "ABC Sunday Night Movie" 15.1
9. "Dukes of Hazzard" (CBS) 15.0
   "Love Boat" (ABC) 15.0

Children (2 to 11)
1. "Dukes of Hazzard" (CBS) 32.7
2. "Walt Disney" (CBS) 27.4
3. "Happy Days" (ABC) 22.5
4. "Incredible Hulk" (CBS) 22.4
5. "Laverne & Shirley" (ABC) 21.5
6. "Greatest American Hero" (ABC) 21.1
7. "Here's Boomer" (NBC) 20.6
8. "Flintstones" (NBC) 20.4
9. "CHiPs" (NBC) 20.2
10. "Mr. Merlin" (CBS) 17.6
    "Mork & Mindy" (ABC) 17.6

STC releases dish data

WASHINGTON—Satellite Television Corp., Comsat's satellite pay tv subsidiary, has released technical specifications for the 30-in. dish antenna and other home equipment that consumers will need to pick up programing it hopes to beam down from a direct broadcast satellite. The company wants to spur equipment makers to have gear ready for the marketplace if and when its programing service becomes available in the mid-1980s. Comsat's application for satellite-to-home tv service is currently pending at the Federal Communications Commission.

Polident

(Continued from Page 55)

and familiar one, there simply was not enough hammering home of the brand name," Mr. Dupont explained.

He said the creative team developed a new commercial that adheres to nine rules Mr. Dupont set forth for communicating effectively to senior citizens and, he noted, the new spot tested "better than any other Polident commercial in recent history. Since that commercial and its successors went on the air in the latter part of 1980, Polident sales have increased more dramatically than they ever have in the past."

The nine guidelines he set forth for more effective advertising to the elderly: "1. Keep the language simple. 2. Present a clear, bright, sharp picture. 3. Use action. 4. Keep word-count low and speak clearly. 5. Be single minded. 6. Avoid extraneous stimuli. 7. Relate new information to something familiar. 8. Present elderly as useful, competent, coping. 9. Use active, attractive actors, but don't go overboard."#

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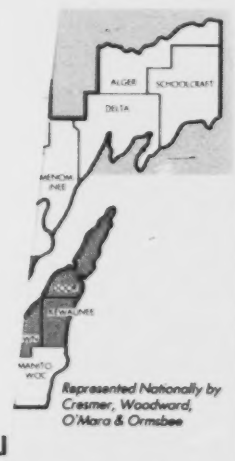

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Buying ....
The Green Bay ADI is a two-newspaper buy, and Appleton is by far the leader.

	COUNTIES	POPULATION	% OF ADI	HOUSEHOLDS	% OF ADI
THE POST-CRESCENT	4	337,900	34%	117,470	34%
GREEN BAY	4	257,700	26%	86,788	25%

SOURCE: SRDS 12/15/81

Market brochure available on request from National Sales Department.

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How Sony successfully marketed its Walkman—in the Magazine

C2710-1

3/22/82

Advertising Age®

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$1 a copy; $40 a year *The International Newspaper of Marketing • In Two Sections, Section 1.* *March 22, 1982*

Principals in $1.3 billion agency

Maurice Saatchi (l.), director of Saatchi & Saatchi Co., London, and Milton Gossett, chairman-chief executive officer of Compton Advertising, New York, finalized the deal last week that created Saatchi & Saatchi Compton Worldwide, an international agency with billings of $1.3 billion.

Miller's FTC plan draws fire

WASHINGTON—Advertising associations are telling Congress they'll have to consult their members before taking a stand on Federal Trade Commission chairman James C. Miller III's plan to narrow commission powers over deceptive advertising. The chairman last week warned that "virtually any ad can be found deceptive" unless Congress intervenes.

William C. Rogal, general counsel for the American Advertising Federation, a lead spokesman for the ad groups, is telling senators the associations still prefer to focus on ending FTC's power to prosecute "unfair" advertising. "When the chairman of the Federal Trade Commission makes a proposal, however, we've got to take it seriously. We will be asking our members what they think the impact of his proposals would be."

The chairman made his pitch for narrowed authority over deceptive ads as Congress last week opened hearings on legislation to extend FTC operating authority beyond Sept. 30, when its current operating charter expires. Chairman Miller's top consumer protection specialist, Tim Muris, had previously hinted at the chairman's thinking at a recent session with AAF leaders (AA, March 1).

Chairman Miller explains bid for narrowing powers—Page 3.

FTC commissioner Michael Pertschuk, the commission's lone Democrat, immediately challenged chairman Miller's request that Congress insert language in the law to define deceptive advertising, a question the law makers have until now left to the commission and the courts.

In a bristling letter to the Senate commerce committee, commissioner Pertschuk noted that no other FTC member supports the chairman's deceptive advertising plan and that, "to the best of my

(Continued on Page 84)

AGENCY MERGER RUSH

Future shaky for many big independents

NEW YORK—The creation of Saatchi & Saatchi Compton Worldwide, coming on the heels of the Ted Bates-William Esty deal in February, and last week's buy-out of Cunningham & Walsh by Newcourt Corp., a publicly held investment organization, is taken by industry people as new evidence that time is running out for a number of well-known agencies.

They see the merger process, already in high gear, gaining additional speed now because the remaining "eligibles"—independent agencies that have reached their maturity headed by principals who are approaching retirement age—will be tempted to "cash in their chips." For these executives to do so, they must go to the marketplace and find out what they and their agencies can fetch. And they now must make that move while there are still "eligible" agencies available. One view is that by the late '80s five to ten huge companies will dominate the business.

With this in mind, rumors continue to circulate about pending deals. One report last week—that Foote, Cone & Belding and Needham, Harper & Steers would get together in some way—was roundly denied by execs at the two agencies. Keith Reinhard, president of Needham, Harper & Steers, Chicago, in denying the merger report, said the two agencies had held meetings, but that the talks ended. Another Needham executive called the merger talks "a dead issue." One report is that NH&S chairman Paul Harper favors a sale but his younger execs oppose it. And so the report persists as the impasse is confronted.

Other rumors floating around New York recently include the oft-mentioned Wells, Rich, Greene looking for a buyer. Sources say that agency a few weeks ago approached J. Walter Thompson Co., which turned down the overture.

Sources also insist that, despite denials, McCaffrey & McCall is looking

(Continued on Page 84)

last minute news

Jury rules P&G 'negligent' in Rely case

DENVER—A federal jury ruled that Procter & Gamble was "negligent" in its production and sale of the Rely tampon, which it called a "defective product." However, the jury awarded neither damages nor medical expenses to the 18-year-old plaintiff, Deletha Dawn Lampshire, who claimed she contracted toxic shock syndrome while using Rely. P&G was "gratified" that no damages were awarded. It declined further comment.

Decaffeinated RC spots breaking this week

ROLLING MEADOWS, ILL.—Royal Crown Cola is breaking spots in 200 markets this week for its new Decaffeinated RC cola (AA, March 8). Tv spots, including 60s, feature color and b&w images taken from a mixed bag of old stock footage, new film and still photos. Theme: "Hooray for me, I'm caffeine-free. Hooray, hooray for caffeine-free RC." O&M handles.

Sophia's $4.5 million account to Hicks & Greist

NEW YORK—Coty has named Hicks & Greist agency for its Sophia fragrance. Previous agency was Geers Gross. Spending estimated at $4,500,000. H&G will also handle Coty's new Shape 'n Shadow eye kit. Another new Coty entry is Sweet Earth facial cleanser and Sweet Earth peelaway. No agency has been named.

(Continued on Page 8)

NEWSPAPER

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Pharmaceutical entree with product compatibility

P&G-Norwich: Perfect fit

By JENNIFER ALTER

While Procter & Gamble Co.'s proposed acquisition of Morton-Norwich's $216,000,000 pharmaceutical business will give the massive consumer goods marketer its coveted entree into the healthcare field, it also provides a snug fit between current brands marketed by both companies and ties in closely with other P&G product plans.

The move, says veteran P&G watcher Hercules Segalas, senior vp and analyst at Drexel Burnham Lambert, is "a match made in heaven. It's a definite plus. . .in the long term it might end up having even more significance" than the 1957 Charmin acquisition, he said, adding that it puts P&G in a whole new category whose growth is greater than most of the markets it now is in.

The acquisition of the Norwich-Eaton Pharmaceuticals division will not be finalized for at least a month. The cost to P&G is $371,000,000 in cash.

P&G's interest in the $247 billion healthcare industry has been no secret. The company has been dabbling in it openly since 1973, when it introduced Osteoscan, a drug to diagnose bone disease. In 1978 it brought out two more: Didronel, for Paget's disease of the bone, and Topicycline, a topical treatment for acne. It also markets Boundary, a line of surgical drapes and gowns, through its Buckeye Cellulose division. The three prescription products are marketed by the company's Special Products Group, which also handles professional programs for such consumer products as Crest.

The company's interest in entering the industry via acquisition has been known for several years, but became visible last year when it reportedly looked at Merrell National Laboratories, which Richardson-Merrell (now Richardson-Vicks) ultimately sold to Dow Chemical.

In addition to providing P&G with a means to follow its tradi-

(Continued on Page 88)

Part of the dowry

What Norwich-Eaton contributes in consumer products

- Pepto-Bismol stomach remedy
- Chloraseptic oral antiseptic-anesthetic
- Norwich aspirin
- Encare vaginal contraceptive
- Norforms feminine deodorant suppositories
- Unguentine first aid line

What P&G contributes in pharmaceutical/healthcare

- Osteoscan, for radiological diagnosis of bone disease
- Didronel, for treatment of Paget's disease of the bone
- Topicycline topical acne treatment
- Boundary surgical drapes and gowns
- Attends disposable briefs

WILL NESTLE FACE NEW P&G ENTRY?

Taster's Choice wakens

By GAY JERVEY

WHITE PLAINS, N.Y.—In a move to invigorate its U.S. coffee operations, Nestle is giving its flagship Taster's Choice freeze-dried coffee darker color, richer flavor, new labeling and a new advertising thrust.

According to Nestle, the new "fresh brewed" Taster's Choice comes by way of a "major breakthrough" in the freeze-dried process. The company says the process now extracts and locks in more coffee flavor and aroma from a new high-quality blend of beans, allowing for "first cup fresh taste."

A Nestle spokeswoman says the reformulation has been in the works for several years. The improvement also extends to TC decaffeinated. The reformulated products currently are being sold in to the trade, and will be on retail shelves next month.

Sources suggest that this launch is coming just in time to steal some thunder from Procter & Gamble, which is fully expected to go national with a High Point vacuum grind product sometime soon. High Point instant already is national. In addition, P&G is said to be working on a new, highly aromatic coffee product that reportedly is being handled by Tatham-Laird & Kudner, Chicago. P&G had no comment.

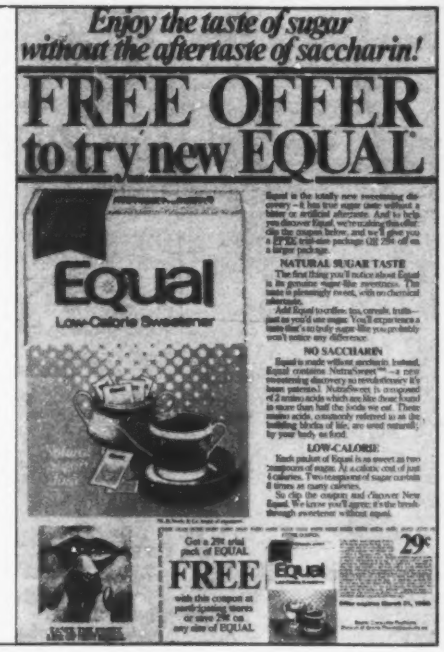
"We are putting a major effort behind what we consider to be the No. 1 product relaunch of the year," said William I. Savel, group vp, Nestle's coffee/tea division. Beyond that, Nestle is only saying that the ad campaign principally involves tv commercials that are a dramatic departure from traditional coffee advertising. The agency is Leo Burnett USA, Chicago, which held on to the brand when it lost Nescafe during a major shakeup of the Nestle agency roster late last spring. At that time, Nestle wanted to do away with any two possibly competing brands being handled by the same agency.

■ The Taster's Choice relaunch comes at a time when the company is clearly rethinking, if not reshaping, its U.S. operations. In an earlier interview, Nestle S.A. chairman Pierre Liotard-Vogt conceded they could perform better (AA, June 30, '80). Apparently to that end, Nestle just over a year ago installed Jean Caste as president. His marching orders were clear: Streamline the company; reinstitute premium profitability by

(Continued on Page 88)

Sweet test

Thomas J. Lipton Inc. will handle distribution of G.D. Searle & Co.'s Equal low-calorie sweetener, which will begin rolling out in June (AA, March 15). In test markets, Searle is doing extensive couponing to stimulate trial of the aspartame-based product with a "natural sugar taste." Tatham-Laird & Kudner, Chicago, handles.



Trendy

Capitalizing on the trend to low-sodium foods, Canada Dry is testing salt-free Sparkling Water in Denver, Seattle and Milwaukee. Ads via Grey Advertising.

Detroit media giveback try fades

By RALPH GRAY and JAY McCORMICK

DETROIT—Auto marketers are winning some and losing some in their attempts to enlist agencies and media in efforts to pare ad costs.

General Motors' ad agencies were straggling into line on its request last month that its suppliers give back 2% of the money it spends with them (AA, Feb. 8). But GM's efforts to have the media kick in the 2% discount seem to be fading away. Ford Motor Co.'s agencies also are delivering in one way or another on the 2% giveback it subsequently requested.

However, Chrysler Corp. is running into some problems with its request to the media to be billed directly for advertising, rather than sending the money to its agency, Kenyon & Eckhardt (AA, March 8). Chrysler said eight or ten media companies had asked for clarification of the request, but were now "reasonably happy" with the arrangement. The company said it planned to meet today with executives of the *Wall Street Journal* to discuss the Dow Jones & Co. unit's objections.

Chrysler's letter to publishers outlining its plan said Chrysler was taking the step to "increase operating efficiency." It said K&E will continue to verify invoices but checks should be directed to Chrysler c/o K&E.

That would give Chrysler immediate access to the "float"—the amount of cash K&E keeps between getting it from Chrysler and paying it out. That float can work the other way, with the agency paying the bills and waiting for its money from the client.

Observers also noted that the direct payment would make Chrysler solely responsible for payment, shifting that obligation from K&E. Given the shaky financial situation of the auto industry, this could be an added worry to some media execs.

The *Wall Street Journal's* objection apparently is that the arrangement breaks down normal agency payment channels. Although *WSJ* execs weren't immediately available for comment, it was learned that Dow Jones wouldn't pay Chrysler the 15% agency commission that ordinarily would go to K&E. K&E's arrangement with Chrysler is on a fee basis with a "floor" for a minimum payment.

The American Assn. of Advertising Agencies said it has no opinion on the matter. "It's something the individual medium, agency and client have to decide for themselves," said Harry Paster, exec vp. The Four A's is under a 1956 Justice Department consent order which forbids the group from getting into pricing.

Whatever Chrysler's problems, the matter of givebacks has not had much of an impact on media. GM included agencies and media in its request. Chevrolet division agency Campbell-Ewald immediately dashed off a check to GM, and other agencies, some muttering

(Continued on Page 86)

highlights

Monday, March 22, 1982

Another generation is born in the toilet bowl cleaner business. *See Page 12.*

The transformation of Burger Chef restaurants will be a slow one. *See Page 12.*

Cable acceptance is growing among members of the National Assn. of TV Program Executives. *See Page 14.*

Tv networks seem to have abandoned their efforts at forcing a waiver of the prime time access rule. *See Page 14.*

Consumer strategists shared a few tips on motivating the public at an American Assn. of Advertising Agencies meeting in Phoenix. *See Page 20.*

Apartment and condominium complexes pose more problems for multiple systems operators. *See Page 22.*

General Motors is trying a sleek, cleaner look with its cars as well as its marketing. *See Page 24.*

Designer Giorgio Armani is in hot water with the fashion press. *See Page 24.*

Rexall Corp. is launching a line of natural healthcare products. *See Page 32.*

Warren Hirsh trims his fashion business to one designer licensee. *See Page 36.*

Women no longer are locked out of association boardrooms, as exemplified by Patricia Carbine, Patricia Martin and Rose Harper. *See Page 39.*

Dodge truck division is hoping its Prospector options package along with the Gold Rush sweepstakes will help boost sales after rebates run dry. *See Page 39.*

An NBC exec criticized A.C. Nielsen Co. for not releasing more detailed cable tv data. *See Page 44.*

The U.K. is stirring up the broadcast community by authorizing the start of direct broadcast satellites by 1986. *See Page 48.*

Despite industry speculation, CBS Publishing executives say the group is definitely here to stay. *See Page 54.*

General Electric still is looking for a glimmer of a market for its highly touted Halarc light bulb. *See Page 68.*

Coca-Cola sues Tropicana over its new campaign for chilled juice. *See Page 78.*

The Rev. Jesse Jackson and PUSH make another corporate "covenant," this time with Heublein Inc. and its subsidiary, Kentucky Fried Chicken. *See Page 78.*

INTERNATIONAL

Videocassette recorders are taking Indonesia by storm. *See Page 62.*

MAGAZINE/SECTION 2

The Sony Walkman has become one of the greatest consumer successes of recent years. The development, naming and marketing of this phenomenon is chronicled by a Sony executive who was "present at the birth." *See Page M-2.*

How to attract, develop and keep talent in advertising agencies are the subjects of three related features by agency executives and consultants. *See Page M-35.*

SPECIAL REPORT

Southern California is feeling the pinch of recession, although it may be faring better than most other areas of the country. This special report looks at the region —its entrepreneurial spirit, its tourist strengths, its high-tech industries, its ad agencies and the struggles faced by the Hollywood film industry to recapture past glories. *See Page M-7.*

Final '81 ad data

Updated figures on 1981 advertising expenditures from Robert Coen of McCann-Erickson are on Page 66; story begins on Page 10.

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DeLorean debt told

By GAY JERVEY

NEW YORK—In addition to its other troubles, DeLorean Motor Co. owes $500,000 to an outside media buying service engaged by DeLorean's agency, Avrett, Free & Fischer, according to agency president Keith Fischer.

This fact surfaced last week amid rumors that the beleaguered car company had been paying off its agency with cars, which Mr. Fischer flatly denied.

Mr. Fischer explained that the media buying service, which he did not identify, has been making timely payments to the publications in which it bought space, and the checks have cleared. It was later learned that the service involved is Timebuying Services Inc.

However, he said, "Our agency feels morally bound to see that this third party gets paid, and as a result are in nearly daily negotiations with DeLorean to try to work out some kind of solution. At various times they have floated the idea of payment either through stock options or cars, but we're not interested.

"Anyway, the Bank of America has a temporary restraining order freezing the cars, so it would be very difficult for John DeLorean to pay people with them."

(Continued on Page 84)